

North South University
School of Business
MKT 460: Strategic Marketing
Section 6 - ST 4:20 - 5:50

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❑ **Introduction**

Welcome to Marketing Strategy. This module is a compulsory module for students with Marketing major in Bachelor of Business Administration in North South University. It is worth 3 credits if successfully completed. The module is assessed by case analysis, three examinations, one final report and a presentation; please see section B for further details.

❑ **Prerequisites**

'Principles of Marketing' (MKT 202) is a prerequisite for this course. Having knowledge of other marketing courses such as Advertising & Promotion and Consumer Behavior will be an added advantage.

❑ **Aims**

This module focuses on a vitally important area of marketing, namely marketing strategy. This module builds on and extends the marketing concepts and principles studied in the Foundations sessions. The course aims to provide an introduction to the integrated study of strategic marketing through an understanding of the strategic marketing planning process.

❑ **Objectives**

On completion of this module, students will be able to: critically appraise the major concepts and theories associated with strategic marketing; sensitively apply techniques for the analysis of environmental and competitive market forces; apply methodologies for organizational marketing capabilities assessment; develop comprehensive strategic marketing plans based upon realistic, practical and internally consistent mixes; appreciate

the criticality of delivering sustainable competitive advantage to targeted market segments to ensure long term success; exhibit high quality written communication skills.

On completion of this module students will be able to:

1. Critically apply relevant theories and frameworks of marketing theory;
2. Demonstrate in-depth, specialist knowledge and mastery of marketing strategy case analysis techniques relevant to the discipline and/or demonstrate a solid understanding of marketing strategy and the marketing planning process;
3. Sensitively apply techniques for the analysis of environmental and competitive market forces;
4. Appreciate the critical importance of delivering sustainable competitive advantage to targeted market segments to ensure long-term success;
5. Develop comprehensive strategic marketing options based upon realistic, practical and internally consistent mixes;
6. Make justifiable recommendations for the resolution of complex marketing problems.

SECTION B: what you can expect and what is required from you

❑ **Module delivery structure**

The following table summarizes the topics within Marketing Strategy, which we shall be covering from week to week.

Class	LECTURE CONTENT
1	Introduction
2	Strategic marketing and the marketing planning process (HPN Ch 1, 2)
3	Environmental analysis (HPN Ch 3)

4	Case Study 1- Group Work Customer analysis. (HPN Ch 4)
5	Customer analysis. (Cont.) (HPN Ch 4)
6	Segmentation. (KKKJ Ch 8)
7	Case Study 2- Group Work Mid 1 Review
8	Mid Term 1
9	Competitor analysis & creating sustainable competitive advantage (KKKJ Ch 9) (HPN Ch 11)
10	Competitor analysis & creating sustainable competitive advantage (KKKJ Ch 9) (HPN Ch 11)
11	Case Study 3- Group Work Discussion on Term Paper & Presentation
12	Product and service management (KKKJ Ch 12)
13	Distribution and channel management (KKKJ Ch 15)
14	Case Study 4- Group Work Mid 2 Review
15	Mid Term 2

16	Pricing management (KKKJ Ch 14)
17	Pricing management (KKKJ Ch 14) Case Study 5- Group Work
19	Integrated marketing communications (KKKJ 17)
20	Presentation
21	Presentation
22	Strategy Implementation, Creating Customer Value, Retention & Loyalty
23	Case Study 6- Group Work Final Discussion
24	Final

HPN = Hooley, Piercy, and Nicoulaud; KKKJ = Kotler, Keller, Koshy and Jha

*Outline is subject to change and should be viewed as a guideline.

□ **Assessment details**

Final assessment will be done according to standard NSU Grading policy as following:

93% and above	A	73-76	C
90-92	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	60-66	D
80-82	B-	Below 60%	F
77-79	C+		

Final marks will be structured in the following way:

Case Analysis (Group or Individual)	20%	Presentation (In Groups)	15%
Mid 1 & 2	30% (15% each)	Report (In Groups)	15%
Final	20%	Attendance & Class Participation	5% (Bonus)

Group Formation:

A group of maximum 4 or minimum 3 students has to be formed. Students have to submit name of group members by the 11th class.

Case Analysis (Group or Individual):

Cases on selected topics will be handed out to all the students each week. Students have to read the case and prepare themselves to be able to relate the case with class lectures. In class students have to answer a few questions related to the case. The instructor will decide whether the case analysis will be done in groups or individually. Students are advised to form different groups for different case studies. **Forming the same group twice in case analysis will result in mark deduction.**

Mid 1,2 & Final:

Midterm & Final exams will consist MCQs and case analysis. However, instructor will decide the question pattern and it will be discussed in the class before the exams.

Report & Presentation:

Students have to form their group by the 11th class. On the 11th class report topic will be discussed. Students have to prepare the report and also present that report in class. This is a group work and active participation of all group members is required.

Attendance & Class Participation

Attendance and class participation will be monitored and this will affect the final grades. 5% of the total mark is allocated in this area for the instructor to decide deserving candidates to avail this bonus mark.

❑ **Reading**

For this module, you are required to purchase:

Marketing Management - Kotler, Keller, Koshy and Jha (13th edition, 2009)

Few chapters from the following book will also be taught in the class. You may buy the book or get the chapters from NSU photocopier center.

Marketing Strategy and Competitive Positioning - Hooley, Piercy, and Nicoulaud (4th edition, 2008)

Please buy the latest available edition of the above-mentioned books.

SECTION C: further information

Plagiarism, Cheating, etc.

Offences in this area can result in getting an F in the course.

Creativity, Originality, Team Work:

Creative and innovativeness in work will be highly appreciated and will result in good grades. Please do not expect an A or A (minus) without showing creativity and teamwork in the group works.

“Good luck with your semester ahead”